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KI + kompetenz

Generative AI in everyday working life – tools, features and models for greater productivity

Generative AI is increasingly changing how we create texts, analyse information, design content and document knowledge. But which tools, functions and models actually add value in everyday work? This presentation provides a practical overview of current applications along typical work processes. Using concrete examples from text, image, video, presentation and code generation, it demonstrates how generative AI can support ideation, analysis, documentation and the preparation of information. Live demonstrations offer an accessible and transparent introduction to selected publicly available tools. The focus is on realistic applications, an easy entry point and the question of how generative AI can be integrated into individual knowledge work in a productive and purposeful manner.